



WPLG

ORDER

Print Date 10/05/12 Page 1 of 3

Flight Dates 10/03/12-10/09/12

<u>Contract / Revision</u>	<u>261043</u>	<u>/</u>	<u>ROMNEY FOR PRESIDENT</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>	10/02/12	10/05/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Estimate #</u>	463
<u>Advertiser</u>	Pol/Mitt Romney/R/ Presider		138 Conant Street Beverly, MA 01915	<u>Alt Order #</u>	06361534
<u>Agency</u>	American Rambler Productic			<u>Billing Type</u>	Cash
<u>Buying Contact</u>			<u>Sales Office</u> DC	<u>Order Type</u>	GENERAL
138 Conant Street Beverly, MA 01915			<u>Sales Region</u> NAT	<u>Billing Cycle</u>	EOM/EOC
			<u>Agency Ref</u>	<u>Billing Calendar</u>	BROADCAST
				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	AGY POL CAND
				<u>Product Codes</u>	PL-Presidential-Republican
				<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Aaron Ashe

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Aaron Ashe	100%		

Order Share 100% Market Value 53675

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
WBFS	%	0
WBZL	%	0
WFOR	%	0
WPXM	%	0
WSVN	%	0
WTWJ	%	0

Order Totals

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
October 2012	29	\$45,623.75	\$53,675.00	0.00	10/01/12	10/09/12	29	\$45,623.75	\$53,675.00
Totals	29	\$45,623.75	\$53,675.00	0.00					

Billing Plan

<u>Totals</u>															
<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
E 1	WPLG	10/03/12	10/05/12	M-F 11-1135P	CM	11-1135P	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
				M-F 11-1135P		(11:00 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/01/12	10/07/12	--WTF--		3	\$2,000.00								
E 2	WPLG	10/08/12	10/09/12	M-F 11-1135P	CM	11-1135P	MT-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
				M-F 11-1135P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/08/12	10/14/12	MT-----		2	\$2,000.00								
E 3	WPLG	10/08/12	10/08/12	Mon 10-11p	CM	10-11p	1-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
				Castle		(10:00 PM-11:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/08/12	10/14/12	1-----		1	\$7,000.00								
E 4	WPLG	10/09/12	10/09/12	Tue 8-9p	CM	8-9p	-1-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
				Dancing With The Sta		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>									
		Week: 10/08/12	10/14/12	-1-----		1	\$4,000.00								
E 5	WPLG	10/05/12	10/05/12		CM	9-10p	----1--	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00



WPLG

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Contract / Revision 261043 Flight Dates 10/03/12-10/09/12

Hiatus Dates

Original Date / Revision 10/02/12/ 10/05/12

Order Sep 00:15:00

Advertiser Pol/Mitt Romney/R/ Preside Product ROMNEY FOR PRESIDENT Estimate # 463



WPLG

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Contract / Revision **261043** Flight Dates **10/03/12-10/09/12** Hiatus Dates

Original Date / Revision 10/02/12/ 10/05/12 Order Sep 00:15:00

Advertiser **Pol/Mitt Romney/R/ Preside** Product **ROMNEY FOR PRESIDENT** Estimate # **463**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
Local 10 News Sunday (7:00 AM-7:30 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$175.00	0.00									
E 18	WPLG	10/07/12	10/07/12	7a-Sun LCL 10 News	CM	7-8am	-----1	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
Local 10 News Sunday (7:30 AM-8:00 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$175.00	0.00									
E 19	WPLG	10/07/12	10/07/12	Su GMA	CM	8-9am	-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
Su GMA (8:00 AM-8:30 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$700.00	0.00									
E 20	WPLG	10/07/12	10/07/12	Su GMA	CM	8-9am	-----1	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
Su GMA (8:30 AM-9:00 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$700.00	0.00									
E 21	WPLG	10/07/12	10/07/12	9a-Sun LCL 10 News	CM	9-1030am	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
9a-Sun LCL 10 News (9:00 AM-9:30 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$600.00	0.00									
E 22	WPLG	10/07/12	10/07/12	This Week (ABC)	CM	1030-1130am	-----1	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
This Week (ABC) (10:30 AM-11:30 AM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$900.00	0.00									
E 23	WPLG	10/07/12	10/07/12	Su 7-8p	CM	7-8p	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
America's Funniest H (7:00 PM-8:00 PM)															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$1,000.00	0.00									
E 24	WPLG	10/07/12	10/07/12	SUN 11-1130P	CM	11-1135P	-----1	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
SUN 11-1135P															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/01/12	10/07/12	-----1		1	\$600.00	0.00									
N 25	WPLG	10/08/12	10/08/12	Mon 8-9p	CM	8-10p	M-----	:30	1	\$13,000.00	P-2	0.00	NM	1	\$13,000.00
Dancing With The Stars: /															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/08/12	10/14/12	M-----		1	\$13,000.00	0.00									
N 26	WPLG	10/09/12	10/09/12	Tue 10-11p	CM	10-11p	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
Private Practice															
Start Date	End Date	Weekdays		Spots/Week		Rate									
Week: 10/08/12	10/14/12	-T-----		1	\$5,000.00	0.00									
														Totals	29 \$53,675.00